

Sample Social Media Announcements

(For same-day distribution as press release)

Social Media Announcement Templates Included Below

1. Facebook
2. Nextdoor
3. Twitter

Important: Be sure to include the Neighbors app download link and simple text codes info included below in all social media and other outreach materials involving the Neighbors app as a way to continuously drive app downloads and engagement.

#1: Facebook

We're excited to announce that the Maywood Police Department has joined Neighbors by Ring! The 'Neighbors' app is a digital neighborhood watch right on your phone where you can get real-time crime and safety alerts from your neighbors and law enforcement.

MPD will be using 'Neighbors' to monitor crime in your area and send you updates on key crime incidents so you can all stay informed. By working together, we can all make Maywood a safer community.

Text 'StaySafe' to 555888 or click here: download.ring.com/neighbors from your smartphone to download the app for free on iOS/Android and see what's happening in your neighborhood.

*****Attach Neighbors Image*****

#2: Nextdoor

Subject: *[Agency Acronym] has joined Neighbors by Ring*

We're excited to announce that the [Agency Name] has joined Neighbors by Ring! The 'Neighbors' app is a digital neighborhood watch right on your phone where you can get real-time crime and safety alerts from your neighbors and law enforcement.

[Agency Acronym] will be using 'Neighbors' to monitor crime in your area and send you updates on key crime incidents so you can all stay informed. By working together, we can all make [City/County] a safer community.

Text 'StaySafe' to 555888 or click here: download.ring.com/neighbors from your smartphone to download the app for free on iOS/Android and see what's happening in your neighborhood.

*****Attach Neighbors Image*****

#3: Twitter

Sample Tweet #1:

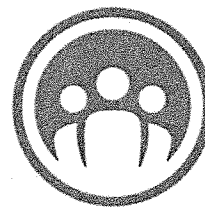
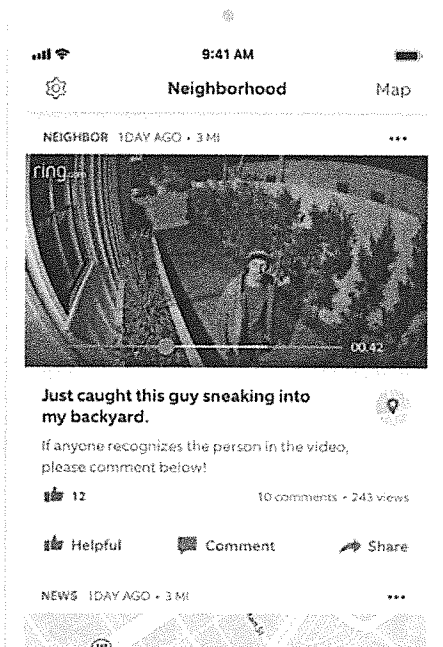
The Maywood Police is excited to join Neighbors by @Ring, a digital neighborhood watch app that sends you crime and safety alerts from your neighbors and the @MaywoodPolice. Text 'StaySafe' to 555888 or click here: download.ring.com/neighbors to download the app for free & see what's happening in your neighborhood.

Sample Tweet Version #2:

By working together, we can make #Maywood communities safer. That's why the Maywood Police Dept. is excited to join 'Neighbors' by @Ring; a free app that lets you join your digital neighborhood watch and receive real-time crime and safety alerts from your neighbors & @MaywoodPolice. Text 'StaySafe' to 555888 or click here: download.ring.com/neighbors to download the app for free on iOS/Android.

Attach Neighbors Image

Neighbors Image:



The New Neighborhood Watch



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Reducing Crime in Newark NJ: [Newark Protect Project](#)
Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)
LA Times: [Ring modernized the doorbell, then went to war against crime](#)
USA Today: [Police say crime drops with video doorbell](#)